

**1DJOINT MEETING OF THE CABINET MEMBERS FOR COMMUNITY DEVELOPMENT,  
EQUALITIES AND YOUNG PEOPLE'S ISSUES, REGENERATION AND ENVIRONMENT  
AND TOWN CENTRES - 23/02/11**

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**Wednesday, 23rd February, 2011**

Present:- Councillor Hussain (in the Chair); Councillors Ali, Smith and Walker.

Apologies for absence:- Apologies were received from Councillors Burton, R. S. Russell and Sangster.

**D1. ONE TOWN ONE COMMUNITY INITIATIVE**

Councillor Hussain, Cabinet Member for Community Development, Equalities and Young People's Issues, thanked those for attending and gave a brief overview of the concept and the history of "One Town One Community" initiative, which was about bringing people together in Rotherham, regardless of background, culture or life experiences.

The purpose of today's meeting was to encourage Cabinet Members to reinforce The One Town One Community (OTOC) initiative and become Ambassadors for its promotion, which was being recognised by partners and different sections of the community, including the business and voluntary and community sectors, and this needed to be maintained by rolling it out to all parts of the borough as a brand name.

By the adoption and incorporation of this theme in everything done by the Council, including events in the town centres, the positive message would be clear how the Council was active, visible and working well and all opportunities for Elected Members and Parish Councils being actively involved in the "One Town One Community" initiative should be explored.

Discussion ensued on the need for information sharing, particularly around Rotherham's town centres, and how the review of the Communications and Marketing Team could now ensure that Elected Members were kept fully informed.

It was hoped that by awareness raising the Cabinet Members could take some responsibility and reinforce the message through their delegated powers meetings in order to ensure that the theme was incorporated in any kind of event or message across the borough. Officers were happy to attend respective meetings to reinforce the initiative.

Resolved:- That Cabinet Members be responsible to strengthen the "One Town One Community" message in the areas covered by their portfolios.